

## **APPENDIX 12A: PRELIMINARY MANUFACTURER INTERVIEW GUIDE**

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## 12A.1 INTRODUCTION

This appendix presents an example of the interview guide used during the preliminary manufacturer interviews. The interview guide details the questions the Department of Energy (DOE) used as the basis for the discussions with manufacturers of walk-in cooler and freezer (WICF or walk-in) equipment. The results of the manufacturer interviews were aggregated and incorporated into the preliminary manufacturer impact analysis (see chapter 12 of the preliminary TSD).

## 12A.2 WALK-IN COOLERS AND FREEZERS PRELIMINARY MANUFACTURER INTERVIEW GUIDE

The following section consists of the general questions regarding key issues and industry information that DOE asked while interviewing WICF equipment manufacturers.

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### 1 KEY ISSUES

- 1.1 What are the key issues for your company regarding DOE's walk-in coolers and freezers rulemaking?
- 1.2 Are there any patent, technology, or other issues that you are aware of that would prevent you or your competitors from implementing higher-efficiency designs?

### 2 MARKET SHARES AND INDUSTRY CONSOLIDATION

- 2.1 What is your company's approximate market share in each equipment class?

Envelopes:

Type	Size	Temperature	Market Share
Storage	Small	Refrigerator	
		Freezer	
	Medium	Refrigerator	
		Freezer	
	Large	Refrigerator	
		Freezer	
Display	Small	Refrigerator	
		Freezer	
	Medium	Refrigerator	
		Freezer	
	Large	Refrigerator	
		Freezer	

### Refrigeration Systems:

Type	Location	Temperature	Market Share
Remote condensing	Outdoor	Refrigerator	
		Freezer	
	Indoor	Refrigerator	
		Freezer	
Self-contained	Outdoor	Refrigerator	
		Freezer	
	Indoor	Refrigerator	
		Freezer	

2.2 Would you expect your market share to change once standards become effective?

2.3 Does your outlook change with higher standard levels?

2.4 How would you expect shipments to change for the industry as a whole as a function of standards and why?

2.5 Looking at price/cost effects only, how would you expect shipments to change for a 5%, 10%, 25% or 50% manufacturer price/cost increase?

2.6 Please provide estimations of your full production cost percentages for each equipment class below.

### Envelopes:

Type	Size	Temperature	Materials	Labor	Depreciation	Overhead
Storage	Small	Refrigerator				
		Freezer				
	Medium	Refrigerator				
		Freezer				
	Large	Refrigerator				
		Freezer				
Display	Small	Refrigerator				
		Freezer				
	Medium	Refrigerator				
		Freezer				
	Large	Refrigerator				
		Freezer				

### Refrigeration Systems:

Type	Location	Temperature	Materials	Labor	Depreciation	Overhead
Remote condensing	Outdoor	Refrigerator				
		Freezer				
	Indoor	Refrigerator				
		Freezer				
Self-contained	Outdoor	Refrigerator				
		Freezer				
	Indoor	Refrigerator				
		Freezer				

- 2.7 In the absence of new standards, do you expect any industry consolidation?
- 2.8 How would new standards affect your ability to compete?
- 2.9 Could new standards disproportionately advance or harm the competitive positions of some firms?
- 2.10 Could new standards result in disproportionate economic or performance penalties for particular consumer/user subgroups?
- 2.11 Beyond price and energy efficiency, could new standards result in products that will be more or less desirable to consumers due to changes in product functionality, utility, or other features?

### **3 CUMULATIVE REGULATORY BURDEN**

- 3.1 Are there recent or impending regulations on your specific product or other products that impose a cumulative burden on the industry?
- 3.2 If so, what is the total expected impact of those other regulations?